

Program Data Sheet



Name of Event:			Pilot Program
3 rd . Annual Bridal Show			Revised program
		X	Repeat Program
Date: 12 February 20006	Day of Week: Sunday	Time: 11 a.m. – 3 p.m.	
Location: BBCC	Information Phone #: 788-3151	Price: \$10.95	
Program Coordinator: Maria P. Jackson			
Phone #: 788-3151	Fax #: 788-4029	e-mail Address: maria.p.jackson@us.army.mil	
Purpose of the Event:			
Annual Event			
Indicator/Measure of Success: This program has proven to be of excellent success, vendor and participants attendance increased from previous year. Good PR for the BBCC and Fort Monroe.			
After Action Report (AAR) Comments from Prior Event(s): Information provided to BBCC Manager. Flyers & posters distributed. Room diagram of set-up provided by Program Manager. Menu requested.			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Maria Jackson	Publicity	X3151	X4029	Maria.p.jackson@us.army.mil	Flyers distribution, purchase of newspaper add, advertised w/City of Hampton. PAO support requested.
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
BBCC	Food & Beverages	X2406			Set-Up, catering of food.
	Procurement				
BBCC Staff	Set-up / Clean-up	X2406			
	Other				

After Action Report

Financial Analysis		
Sales:	\$1,037.75	Admissions (Pre-sales \$670.45 + \$367.30 BBCC = \$1,037.75 Vendor Fees
COGS:	\$363.95	
Other Revenues:	\$1,571.85	
Labor:	\$961.69.	
Other Expenses:		
NIBD:	\$1,283.96	

Program Analysis	
Attendance:	
Indicator/Measure of Success: Increased from last year, excess vendors seeking registration to the show, incapable to accommodate, Positive feedback from customers and vendors. Community popularity.	
Elements to Change: <ul style="list-style-type: none">  Last year's AAR indicated that customers were interesting in purchasing mixed drinks: Screw-drivers, Bloody Mary, etc. We didn't have a bar set up, missed potential for additional sales.  Need to re-look set-up options to accommodate more vendors and participants. 	
Elements to Eliminate:	
Elements to Add: Bar set-up.	
Other Comments: Last Bridal Show we sold admissions (Brunch) for \$15; this year's I was told to reduce to regular Brunch cost of \$10.95, (\$4.01 per person less than in previous show). We still made a substantial profit, after paying for all expenses. Labor, too costly.	